K-Love serves me as a resident of the local community by becoming a radio station that gives positive, encouraging comments and music that I've developed the habit of listening to daily as I drive in my car. If K-Love is to be displaced, then I'd lose the one station that I listen to 99% of the time and that kids would lose a good station to listen to without parents worrying about the negative messages that are prevalent in so many of the radio stations these days.

I firmly believe that K-Love serves its community in a positive way to promote positive attitude and encouragements to the audience. As recepient of the radio station, it is a personal relief to know that I can listen to them without the negatives in the song lyrics and become further depressed when I have a bad day. It lifts my spirit and encourages good behaviour.